

Job Title: PR & Communications Executive

Reporting To: Marketing & Communications Manager

Job Summary:

As a key member of a dynamic Marketing & Communications team, this role will focus on brand guardianship and building awareness in support of the Charity's lifesaving cause.

The main aim will be to strengthen the Charity's public profile and relevance by building strong relationships with media, high profile supporters and influencers as well as with the communities that the Charity serves.

The role will be responsible for developing and implementing effective PR and communications plans that:

- (i) enhance brand reputation via the production of regular communications that have clear 'calls to action' e.g. encouraging donations, advocacy and participate in activity (e.g. events, campaigns)
- (ii) increase visibility via media coverage across a range of print, broadcast, and digital channels; developing integrated PR stories to facilities other content creation, third party outreach and social media.

You'll be a great storyteller - considering both internal and external audiences - who has experience in creating engaging content across multiple platforms, with a real passion for communicating the stories of local people who have been supported by the Charity as well as those of our crew who work tirelessly to save lives.

This is an exciting and busy role in a successful and forward-thinking organisation. You will work closely with colleagues from the marcoms team and across the wider MAAC Group, including clinical, non-clinical, retail and training, whilst maximising the charity's brand, profile and promotion.

Main Duties of the Post:

The duties and responsibilities of the post will be undertaken in accordance with the policies, procedures and practices of MAAC which may be amended from time to time.

MEDIA RELATIONS

- Build strong working relationships with print / online / broadcast media outlets across the six counties, regional, local and hyperlocal, and at a national level (relevant trade and consumer).
- Use initiative, research and write copy for external articles and press.
- Lead on ensuring good and effective press coverage, take ownership of coverage measurement and analysis, identify where greater press coverage is required, and analyse coverage trends.



- Proactively maximise all press opportunities, including identifying stories from within the MAAC Group and potential newsjacking on external news. Obtain or provide feedback about such opportunities with those who have been responsible for them.
- Coordinate media interviews with relevant spokespeople from the charity, preparing briefing materials, and advising on messaging.
- Monitor public and media sentiment towards the organisation and report to line manager.
- Support with the day-to-day response to media enquiries.

BRAND

- Support the Marketing & Communications team in delivering a consistent brand across all internal and external communications, including the charity's owned platforms, earned media and paid advertising.
- Brand toolkit guardianship - maintaining brand assets including, but not limited to (a) guidelines; (b) style guides; (c) FAQs documents; (d) corporate master slide deck and (e) key facts.
- Produce collateral and photography to support brand awareness and positive engagement with the organisation.
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STAKEHOLDER ENGAGEMENT & CAMPAIGNING

- Undertake communications-based projects that will deliver a measurable and commercial outcome (such as, but not limited to, increased donations, donor awareness, event attendance or volunteer recruitment).
- Support with internal communications to ensure companywide understanding of activity, values and progress.
- Assist with sourcing awards to enter and subsequent award writing.
- Liaise with external suppliers including creative agencies, printers, video production companies and photographers, providing briefs and proof reading and to manage the production process and ensure that material is produced on time and to a high quality.
- Assist in the organisation of MAAC's events as necessary, including fundraising activity and press launches.
- Carry out general communications and marketing tasks that may arise to support the wider marcoms team.

COMMUNICATIONS COLLATERAL & PLATFORMS

- Produce compelling and creative copy-writing and production of key MAAC publications including; quarterly Take Off magazine, quarterly volunteers' newsletter, solicitors' newsletter and internal e-bulletin, The Pulse. Writing clear and concise copy for each target audience.
- Collation of personal stories/case studies.
- Liaise with donors and supporters on a regular basis, supporting with publicity for events and donation presentations.
- Assist on the upkeep and reproduction of publicity materials (printed and email format).
- Support the implementation of new communications initiatives.



OTHER RESPONSIBILITIES (WHEN REQUIRED BY THE MARCOMMS TEAM)

- Liaise with external suppliers including the creative agency, video production companies, online advertising media buyers and photographers, providing briefs and proof reading and to manage the production process and ensure that material is produced on time, adheres to brand guidelines and is high quality.
- Support with the day-to-day management of MAAC's website, including keeping appropriate content up to date.
- Prepare regular reports on media coverage, PR campaign effectiveness to support Income Generation Sub Committee and General Board reporting.
- Assist with the delivery of social media activity to raise MAAC's profile and activities.
- As part of the office team, assist with general administrative duties including hosting visitors, supporting volunteers etc.
- Carry out general communications and marketing tasks that may arise in the department.
- Share industry news and trends with the team.
- Support the team by delivering consistently good work.
- Maintain organised and accurate files so the team can easily find information.
- Attend as requested meetings and development training courses and to undertake any other duties that may arise and fall logically within your remit.

The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification and barred list checks, which will be required before commencing duties.

ADDITIONAL INFORMATION

This job description should be regarded as a guideline of the duties required and is not definitive. This job description is not intended to be an exhaustive list of activities, but rather an outline of the main areas of responsibility. The nature of the post and the organisation is such that duties may be reviewed in the light of changing circumstances following consultation with the post holder. The post holder will be required to adopt and undertake different or new duties as may be required in line with professional and service development.

CHARITY POLICIES & PROCEDURES

All employees must adhere to and perpetuate all Charity policies and procedures including those relating to Fraud management, Whistleblowing, Information governance, Code of Conduct, Health and Safety, Confidentiality, No Smoking at Work and Equal Opportunities in Employment; including responsibilities under the Disability Discrimination Act. Failure to do so may result in disciplinary action.

CONFIDENTIALITY

All employees must observe and comply with the requirements of the Data Protection Act 2018, and associated legislation, and with the Common Law Duty of Confidentiality. The unauthorised use or disclosure of donor, staff or other personal information is a disciplinary offence and also could result in a prosecution for an offence or action for civil damages under the Data Protection Act 2018, or associated legislation.

CONTINUING PROFESSIONAL DEVELOPMENT

There is a requirement to participate in the Charity's Personal Development and Review process. Personnel are required to attend training as required by the Charity to help them perform their role safely and competently and to ensure the safety of others. This includes induction and refresher training at charity set intervals, as defined in the Workforce management policy.

DISCLOSURE AND BARRING SERVICE (DBS)

Post holders whose work involve, or may involve, direct contact with vulnerable adults and/or children, and/or with access to managing accounts, are subject to DBS checks every three years. Where you work directly with vulnerable adults or children, under the conditions of the Rehabilitation of Offenders Act 1974, as amended, you are not entitled to withhold information about convictions which otherwise might be considered 'spent'. There is an ongoing obligation to declare any civil or safeguarding issues, investigations, convictions and cautions against you, during the course of your employment.

DIVERSITY AND EQUAL OPPORTUNITIES

The Charity welcomes all persons without regard to age, ethnic, or national origin, gender or sexual orientation, religion, lifestyle, presenting illness, marital or parental status or disability. We aim to provide a non-judgemental service at all times.

FREEDOM OF INFORMATION

The post holder must be aware that any information held by the Charity in theory could be requested by the public, including emails and minutes of meetings. It is therefore essential that records are accurately recorded and maintained in accordance with the Charity's policies.

HEALTH & SAFETY AT WORK ACT

The post holder is required to take responsible care for the health and safety of him/her and other persons who may be affected by his/her acts or omissions at work. The post holder is also required to co-operate with the charity to ensure that statutory and charity safety regulations are adhered to.

MANAGING RISK: MAINTAINING SKILLS & LEARNING FROM PROBLEMS

Reducing risk is everyone's responsibility. All staff in the charity must attend training identified by the Chief Executive (or by the Business Manager). The charity uses risk assessments to predict and control risk and the incident reporting system to learn from mistakes and near misses and so improve the service provided. All employees are expected to ensure they are familiar with and adopt the Infection Prevention and Control policy/procedures and all safe-working practices required in their work activity" and specifically with reference to hand hygiene and aseptic techniques.

REGISTRATION

If applicable, you are required to be fully registered with the appropriate association for your post and for you as post-holder. Failure to produce confirmation of current registration with the appropriate body will mean that you will not be permitted to commence (or continue with) your duties, nor will you be paid for those duties for the period of delay, until such time as you are able to provide this confirmation. **NB:** It is your duty to ensure that your registration is kept up to date.

SAFEGUARDING

The Charity has a zero-tolerance approach to the abuse of children, young people and vulnerable adults. All employees are required to promote and safeguard the welfare of children and young people and comply with the Local Safeguarding Children Board Procedures and the Children Act (1989, 2004).

SMOKING STATEMENT

The Charity is a NO SMOKING environment. Smoking in all areas of the building and premises is prohibited. Smoking may only take place in non-public areas.

TRAVEL TO OTHER SITES

You may be required to travel to any of the airbase locations or locations where fundraising events take place. Please complete the travel expenses form. Expenses will not be paid where travel expense forms are not fully completed.